

All hours shown are Minimum Requirements.
Course hours do NOT include Exams, Practical Exercises, or Range Qualification.
Topics in plain text are suggestions only.
Bold text is mandated in the Regulations.

ELECTRONIC SECURITY SALES REPRESENTATIVE (39E)

PERFORMANCE OBJECTIVES

Upon completion of this period of instruction, the student will correctly indicate the following on a written examination, or demonstrate during practical exercises in accordance with the instruction provided:

1. The role of an Electronic Security (ES) Sales Representative;
2. The skills required to function as an Electronic Security Sales Representative;
3. The requirements for the training and registration of an Electronic Security Sales Representative;
4. The duties and responsibilities of an Electronic Security Sales Representative;
5. The legal and ethical obligations pertaining to an Electronic Security Sales Representative;
6. Proper professional conduct for an Electronic Security Sales Representative;
7. The principles to be followed to instruct the end user on the use and testing of the alarm system;
8. Technical terms and their definitions;
9. The criminal and civil liability pertaining to an Electronic Security Sales Representative;
10. The elements of making a professional sales presentation;
11. Demonstrate a professional sales presentation;
12. The functions of an electronic security system;
13. The limitations of an electronic security system;
9. The monitoring procedure that will apply to the system;
10. The important considerations in determining those to be placed on the notification list;
11. The steps which will be followed in response to an alarm;
12. The law enforcement response to an alarm;
13. The principles of basic electronics;
14. The elements of basic protection;
15. The power requirements for an alarm system;

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16. The documentation required for an alarm system procedures;
17. The types of control panels and their uses;
18. The process of alarm communications;
19. A motion detector and its use;
20. Perimeter protection and its usage;
21. The causes of false alarms resulting from the sales process;
22. Proper procedures which may be utilized to prevent false alarms;
28. The causes of false alarms resulting from end user error;
29. The methods the Electronic Security Sales Representative can utilize to help avoid end user error;
30. The requirements of local ordinances applicable to the sale, installation and maintenance of electronic security systems.